

From: "Blair Taylor" <btaylor@memphistomorrow.org>
To: "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>
CC: "Sharon Walker" <swalker@memphiscrime.org>
"Adams, Ben C. \"(badams@bakerdonelson.com)\" <badams@bakerdonelson.com>
"Allison Catron" <acatron@memphistomorrow.org>
"Linda Russell" <lrussell@memphiscrime.org>
Date: 4/16/2018 11:12:43 PM
Subject: Re: Crime Commission INVOICE / PLEDGE CARD

I meant Monday April 30. To add some immediacy to the ask/response time.

I think key is 1)personalizing each/make the individual ask directly, 2) making it quick and easy to pay or pledge and 3) following up. On further reflection after our call it occurred to me that with the invoice doc that theyd have to print and fill in the blanks with a pledge amount and return it with a check or send the check later, all of which adds unnecessary steps, plus you miss getting that direct and immediate contact that you get by emailing someone.

Sent from my iPhone. Please excuse typos.

On Apr 16, 2018, at 8:56 PM, William L. Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Hmm. Interesting approach. Not really an invoice. Ben, do you agree? (April 30 is a Monday. Do mean mean April 26?)

Bill

Sent from my iPhone

On Apr 16, 2018, at 7:45 PM, Blair Taylor <btaylor@memphistomorrow.org> wrote:

My suggestion is to do this in an email to each board member as follows (also note subject line). I think you'll get a lot quicker feedback/action and it will be much easier for Linda to follow up with people you haven't heard back from.

Memphis Shelby Crime Commission INVOICE / PLEDGE CARD

Mayor Luttrell,

Per recommendations discussed at the January 2018 meeting of the board of directors, the Crime Commission team is requesting a contribution from 100% of the board members to demonstrate our commitment as we raise funds to sustain our work. There is no minimum contribution -- please simply give an amount that is meaningful to you. Board members have given recently in the amounts below.

Suggested contribution: _____ \$100 _____ \$500 _____ \$1,000 _____ \$5,000 _____ other

There are three ways you may contribute, and we ask that you please choose one **by Thursday, April 30th, 2018**. These include:

1. Contribute securely online using PayPal at <https://memphiscrime.org/donate/>.
2. Mail a check to Memphis Shelby Crime Commission, 600 Jefferson Ave, Suite 400, Memphis, TN 38105.
3. Reply to this email with a pledged amount, payable by September 30, 2018.

Your contribution will be fully tax deductible, and your support greatly appreciated.

If you have any questions concerning this invoice, contact me at (901) 385-4230.

Sincerely,

Linda Russell

Blair Taylor
President
Memphis Tomorrow
22 North Front Street, Suite 670
Memphis, TN 38103
Office: 901.322.8080

From: Sharon Walker [<mailto:swalker@memphiscrime.org>]
Sent: Monday, April 16, 2018 4:59 PM
To: Blair Taylor <btaylor@memphistomorrow.org>
Cc: William Gibbons (wgibbons) <wgibbons@memphis.edu>; Adams, Ben C. (badams@bakerdonelson.com) <badams@bakerdonelson.com>; Allison Catron <acatron@memphistomorrow.org>
Subject: RE: Invoice/pledge card (requested)

Blair,
As requested.. Sam

From: Blair Taylor <btaylor@memphistomorrow.org>
Sent: Monday, April 16, 2018 4:56 PM
To: Sharon Walker <swalker@memphiscrime.org>; Adams, Ben C. (badams@bakerdonelson.com) <badams@bakerdonelson.com>
Cc: William Gibbons (wgibbons) <wgibbons@memphis.edu>; Allison Catron <acatron@memphistomorrow.org>; Julie Whittle <jwhittle@bakerdonelson.com>
Subject: RE: Invoice/pledge card (requested)

Looking good Sam! Can you send me the word version of the invoice so I can make a suggested tweak or two?

Blair Taylor
President
Memphis Tomorrow
22 North Front Street, Suite 670
Memphis, TN 38103

Office: 901.322.8080

From: Sharon Walker [<mailto:swalker@memphiscrime.org>]

Sent: Monday, April 16, 2018 4:55 PM

To: Blair Taylor <btaylor@memphistomorrow.org>; Adams, Ben C. (badams@bakerdonelson.com)
<badams@bakerdonelson.com>

Cc: William Gibbons (wgibbons) <wgibbons@memphis.edu>; Allison Catron
<acatron@memphistomorrow.org>; Julie Whittle <jwhittle@bakerdonelson.com>

Subject: Invoice/pledge card (requested)

Good Afternoon Blair/Ben:

Based on today's meeting, the invoice was updated with your specifications and I have enclosed a pledge card as you requested.

Sharon (Sam) Walker

Executive Assistant

Memphis Shelby Crime Commission

600 Jefferson, Suite 400

Memphis, TN 38105

901-507-4188 (office)